



Principle of sports tipping point and its inspiration for the Nan Jing youth Olympic games

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ABSTRACT

The history of Sports Tipping Point was reviewed in this paper by methods of literature analysis, induction and deduction. It discussed the attribution and mechanism of Sports Tipping Point. This paper proposed that, the Nan Jing 2014 Youth Olympic Games can improve its competence by city marketing with the law of Sports Tipping Point. It also put forward the ideas of Tipping Point for Nan Jing Youth Olympic Games.

Key words: Sports, tipping point, Nan Jing Youth Olympic Games, city marketing

INTRODUCTION

South Africa World Cup in 2010 brought too much surprise to fans, such as earsplitting “vuvuzela”, or odd “celebrate” and those super stars who performed abnormally. With no doubt, the most unexpected surprise is the gorgeous debut of predictor Paul [1]. Octopus Paul from Germany Oberhausen aquarium successfully predicted that the Spanish could beat the Dutch in the finals, winning the World Cup for the first time. It successfully predicted each time for eight which made all the so-called experts or scholars in football to be dumb. With the charm of the World Cup, in a moment, commodities with the label of “Octopus Paul”, “the World Cup” and “the Predictor King” became to be hot. In addition, imitators such as “otter forecasts the Premiership” and “snail forecasts the Premiership” appeared later on [2]. “Vuvuzela” tended to be prevalent which influence the performance of players in the match to produce several upsets, on the other hand, Anecdotes such as Robbie Williams, the super star in pop music from Britain separated with his wife for “vuvuzela”, and presenting “vuvuzela” with room reservation. Obviously, “vuvuzela” became the most attractive costar in the South Africa World Cup [3, 4].

In this paper, on the base of abundant facts, we analyzed the attribution and mechanism of Sports Tipping Point and discussed the enlightenment for Nan Jing Youth Olympic Games.

EXPERIMENTAL SECTION

Prevalence is a universal social psychological phenomenon which represents the spread of culture and habits. However, the prevalence is not easy to be grasped, and it is just a critical point. For example, some cases draw attention gradually without attraction at beginning which is the “prevalence”.

As the name suggests, the “prevalence” must be derived. For instance, Something new that have not been universally accepted by mainstream society and the public attract attention of certain groups, ethnic groups or influential individual with a certain method, then the vast majority of people are concerned about it to use it to understand it, and ultimately may even change people's habits. Second, for most people who pursuit for the prevalence, it is a total concept of fashion and relaxation with abundant contents and complicated components which widely spreads in a particular region or population around the worldwide in

different levels and sectors according to a certain rhythm and cycles. Third, prevalence, also known as fashion, is another kind of respect for the appearance of behavioral patterns, and through which we can see two kinds of people: one is driving and changing the prevalence; another is always following behind.

Prevalence has the following features: Novelty--the content of prevalence must be novel style recently occurred. Transient--the whole process of prevalence is very short in social life. Reality - Prevalence highlights the current social and cultural context. Trivialness—Prevalence rises and demises around trivialness. Scale--Prevalence demands a certain number of social participation to join in.

Psychological mechanisms of prevalence are mainly as follows: seeking to stimulation of new things and self-defense, manifesting maverick of themselves, obtains attention and appreciation of others especially the opposite sex, requiring improving their social status, and so on. People prefer gorgeous are more sensitive to the fashion. People with stronger vanity and ambition prefer to pursuit fashion. Implementation for prevalence gives the participants an incentive which can meet their psychological needs. Of course, prevalence needs good social factors, such as, be tolerant to newborn affairs with encouragement and respect, developed media, sound network and participation of authorities.

Prevalence has both positive and passive effect. The positive aspect is that it can meet the demand of people, eliminating depression and anxiety to maintain mental balance which promotes to emerge new things and new ideas in social, so as to promote social progress and maintain good order and vitality. For the passive aspect, it should be guided positively to make it developing in health.

'Tipping Point' derives from a talented same name work by the full-time writer Malcolm • Gladwell who worked for the magazine 'New Yorker'. He used the sudden fad on social as a starting point, considering the moment at which a lot of "social epidemics" broke out, namely, the moment that a critical level reaches, is a tipping point. The authors pointed out that there are three common characteristics for some of the dissemination: infection, a small variation in big consequences, sudden rather than gradual. On the basis of this research and analysis, tipping three elements are: the law of individual characters, adhesion factors and environmental power law.

About the 'Tipping Point' exposition, the authors draw the following experience. The first experience: To initiate popular tide, we must use the limited resources on key aspects. Law of the Few believe that contact members, experts and salesmen act as the initiator of the influx of information dissemination, limited resources should be focused on these three kinds of people. The second experience: the world is not our intuitive impression. Successful initiation of people in social epidemics not only needs to do something thought to be right. The fundamental beliefs of Successfully launching a popular tide is that manufacturing variations are possible, it is able to suddenly change their behavior or ideas under certain power-driven for people. People are deeply influenced by the environment around them and the character of the people surrounding them, etc.

The wave of hip-hop nowadays, we've been calling it another name - break dance, break dance really just a representation of hip-hop dances. Hip-hop was introduced into China in the mid-1980s, mainly due to the 1984 American movie of the same name of a hip-hop theme "breakdancing." At that time, a time when the first wave of American hip-hop, breakdancing was considered as amazing by the audience for its difficult somersault rotation, support, and other actions, which is one of the dance that has the best stage effects. Therefore, Breakdancing suddenly emerge from the ground floor, in the streets, television, meeting place. Thus, hip-hop got much attention in society, being reported by major media and appearing in the cover of "National Geographic" and major prime-time television, and even President Reagan is the site to watch break dance performances. A series of hip-hop themed movies, TV have emerged, only in the 1984 year alone, seven hip-hop themed movies came out. The highest peak of the whole breakdancing craze just occurred in the 1984 Los Angeles Olympic Games closing ceremony, which is also the breakdancing tipping point in China.

At that time, for majority of Chinese fans, it was the first time to see the opening ceremony of the Olympic Games was held in Los Angeles in 1984, and the first time we heard American music, and saw breakdancing with real shock. When Lionel Richie singing "Happy overnight" in the fireworks shine, 200 dancers from more than 10 organizations in the face of 100,000 spectators danced hip-hop, several dancers turn heads while playing (a difficult force action in breakdance), millions of viewers saw this exciting scene through TV. Then, breakdancing craze spread rapidly around the world. In China, video recorder begun to enter into home at that time, fans missed the movie "breakdancing" again with interest in breakdancing, young people who are the oldest family owned TV VCR became the center of the breakdancing spread. "Moonwalk" swept inland which was the coolest dance. Some people danced in the streets, attracting viewers' clouds and blocking traffic. Young perm explosion hair, and there have been many a time plunged fabric, "motor" with Huili shoes (protagonist in "breakdance") who "cleaning the

window" without anything, or "Biography electricity" from one hand to another, or walking around with "moonwalk", as if there was something wrong with their brain.

The Olympic theme song interprets and sustains the common emotion of peoples with different colors and different races by wonderful notes. Successive theme songs are the symbols of peace and hope. The song that caused a sensation worldwide and widely sung was "Hand in Hand" in 1988. The song sung by a Korean music band Gao Liya make a deep impression on people, which became popular around the world rapidly, and was also the most popular in the history of Olympic theme song. The attention and popularity of it are even more than any of the top pop songs. On the Seoul Olympic Games opening ceremony, Gao Liya chorus combined with 18000 singers behind them made the performance majestic. "Hand in Hand" shortly recorded the top in popularity in Federal Republic of Germany, Sweden, Japan and other 17 countries, and then entered the top ten most popular song lists in more than 30 countries. Gao Liya chorus became popular in the world rapidly, the tape and album sales of "hand in hand" reached 9,000,000, in one fell swoop, and it created the highest sales record over the same period in the world. To commemorate the demolition of the Berlin Wall, there have been many famous singers like Michael • Jackson and Jack • McCormick to apply to the German Democratic Republic, insisting to perform in the background of the Berlin Wall, but the democracy German television eventually invited Gao Liya chorus to participate in two performances. On December 1989, under the background of the collapsed of the Berlin Wall, Gao Liya chorus performed again this classic song and caused sensation, which is the biggest proof of their fame. In fact, the impact of "Hand in Hand" is not limited to the period of the Olympics, so far, it is still widely circulated worldwide, the familiar unchained melody even appears in beauty pageants, graduations, New Year's Eve celebration, television programs and other activities. Additionally, Church treated "hand in hand" as a holy hymn to sing, and when the former IOC president Juan Antonio Samaranch was incumbent, he advocated determining "hand in hand" as a permanent Olympic anthem.

In the late 1980s, young people in China begun to wake up from hearing, dissatisfying the old song music style, however, at this time, the Western music has no proper way of media to spread in China, popular songs with electronic accompaniment and a dance style was still remain as a blank at home except for the mechanical electronic dance music played in disco. The pomp and concern of the Olympic Games undoubtedly making the "Hand in Hand" which represents the future direction of a musical theme song have become the topic. Since then, the electronic music broke out. From the mid-1990s, almost all of the music was attached to the feeling of electron, and even the world music has also become a kind of electronic music material which is used frequently.

Modern sportswear appeared in the mid-19th century, with the flourish of croquet, tennis, golf, rugby, sailing, cricket, swimming, cycling and other sports, special clothes for hunting, golf and so on gradually emerged. In 1890s, women in European began to engage in tennis, cycling, swimming and other sports, therefore, tennis clothes and shirt with horizontal stripes fad. After the 20th century, the variety of sportswear increased and quickly spread around the world. For example, during the boat race between Cambridge and Oxford University, the athletes wearing sports jacket - single-breasted, "Bu Laizha" and white trousers with a white hat. Around 1884 the "Bu Laizha" gradually turned into everyday casual wear, and in the 1890s it became popular in the UK in general men. After World War II, "Bu Laizha" also applies to student services and general casual wear, not only for men, women and children are also extended to the field.

Women's clothing reform movement emerged in the 1850s in the United States, when the British women are already aware of the shackles of the traditional clothes for them, "reasonable service association" was set up in 1881 in London which organized exhibitions in London, exhibiting almost all apparel, such as tennis clothing, skate clothing, bike clothes, swimwear, walking clothes, travel clothing, etc., most of the clothes are a mixture of skirts and pants - "culottes." The exhibition also organized a fashion design contest; first prize is a design drawing entitled "The woman riding a tricycle". For tennis clothes, in 1880s, a women's tennis clothing company found that tennis apparel was a variety of high society social clothing, therefore, began to design the production and marketing of tennis clothes, fashion magazine was published on a number of tennis clothes pictures. After the World War I, the apparel of Susanna • Langland who won the Wimbledon gave great impact on the world, representing birth of a new women. In 1949, Moran's sportswear with flickering broke through the traditional taboos to the limit. In view of swimwear, bikini whose top and bottom is segregated appeared in the 1950s. Compared with the most lethal new weapons -- atomic bomb, "bikini" was named as the name of the U.S. military bases of nuclear tests. Nowadays, sportswear originally appeared only in competitive sports shorts, skirts, hats and T-shirts and others have become the most common clothing. In the late 1970s, the tennis player Vilas matched flared trousers and T-shirts with houndstooth patterns, which became the modern elements, and the prevalence of bell-bottoms shaken the uniform and monotonousness in China for decades. Since antiquity, the most famous musical instrument with initial of V has been violin uniquely. However, the South Africa World Cup allows visibility of "vuvuzela" leapfrogged violin.

Although notorious, and many parts in Europe and the whole world eagerly issued a ban, the vuvuzela would undoubtedly go down in history along with the 2010 World Cup.

"Vuvuzela" was a one-meter-long horn constitutionally, which was used for convening tribal members for meetings in the ancient African, meaning "making noise" in Zulu. For various sports competitions and events in South Africa, participants prefer to use "vuvuzela" to add to the fun. According to the locals in South African, this kind of speaker is designed to drive away baboons, and sounds like a Devil horns of a horror film. During the World Cup in South Africa in 2010, as a symbol of South African football culture, "vuvuzela" became the "unique weapon" for cheer to spectators in South Africa, which was called as "iron law of host", creating a powerful incomparable effect of "hornet's nest" in venue. Fans with broadcast complained that the players on the field was painful as well, scientists even believe that blowing this horn was very detrimental to health. These did not affect the "vuvuzela" to become a hot word in the world. People who like "vuvuzela," input the voice to their phone. Designers from the Netherlands have release "vuvuzela" in Apple's player application as ringtone, in a short time; it has been downloaded 75 million times. Driven by the fans from South African, foreign fans also blew the "vuvuzela", and visitors also like to bring one or two as a gift when returned home. Today, some foreign tourists went to sporting venues that organized the South Africa World Cup in order to feel the warmth, but more people will choose to buy a "vuvuzela" and learn to blow it before returning home. Linguists indicated that "vuvuzela" limelighted during the World Cup, making it a universal language. The new version of the Oxford English Dictionary has officially included "vuvuzela", while the U.S. Global Language Monitor ranked second for "vuvuzela" in 2010 as the world's hot words. It can be said that the ultimate effect of "vuvuzela" is to let more people are concerned about South Africa and to know the "Rainbow Nation" with 11 official languages.

RESULTS

The scenes of sports tournament is shocked for the large volume of stadiums, tens of thousands of spectators, dazzling bright colors showing, deafening cheer loud sound, and a wave after wave of people to make people expose in strongly felt the power and charm of sport. All this will make the performance of the opening and closing ceremonies or sport competition if full of superior powerful environment. The audience on the scene and before the television and the network will be infected by this environment, the emotions will be infected and spread by each other as long as the amazing changes happen during the course and eventually lead to the arrival of a fad, like the aforementioned breakdancing craze, "vuvuzela" and so on. Superior Information adhesion of instant change and the outcome in sport competition

The purposes of the audiences to watch a sport competition nothing but two: one is to appreciate the beautiful form and process of sport itself, and the other is that focus on the performance of the team or athletes they support. (The results) The ability of information adhesion of sport competition depends on the extent of splendiddness of the match and the correlation degree between the outcome relationship and the audience. And stronger adhesion always appears in information with high degree of correlation and large practicability, which represents the Tipping Point. The prevalence of "Octopus Paul" is a successful case that using the pre-sentence psychology to the outcome. Although people enjoy the good emotional experience of the technical and tactical performance of the final match with each other during the race when appreciating a football game, as well, the final result are still cared about. It is the suspense that making more people has the patience to watch game with a possible result of goalless.

Sports stars have high visibility and attractiveness whose every behavior can affect global audience, and even represents the fashion vane of an era. For example, there would be no global popularity of Nike without Michael Jordan, and after Beckham spend £ 400 to shave, "bald fever" swepted the globe. Because of the difficult road to success for sport stars, the concept of top with difficulty improves the additional value, additionally, their robust body, uniform size, beautiful posture, healthy physique, outstanding quality, stylish temperament afford the public a strong sense of beauty, making the public feel the charm of sport and integrate their emotions into sports stars who shared the joy of victory and pain of failure. Their thoughts and actions are affected by the success of sports stars and find their own independent value and personal satisfaction. Overall, the unique image characteristics and social relations sports stars, coupled with their enthusiasm and charisma that can spread information quickly and efficiently within a certain range. For example, such as the hairstyles, tattoos, razor, sunglasses, cell phones, perfume, and even underwear, shirts of Beckham quickly became to be popular products.

Sports are a special kind of universal language, achieving the profound revolution of integrating spreading content and media. From the view of propagation velocity, sports competition can be seen as the quickest form of transmission, which is a sport spread in the scene. The rapidly changing demands of competition show, lightning speed of sports spread is always measured in seconds. From the perspective of spread, sports competition spread locates in the middle lever of advancement and popularity, fundamentally representing the organizational behavior

of sporting events which has significant differences with cheers while live concerts in language, posture, predisposition. In the view of spread extension, sport spread reflects the same in time and space, information sharing and emotional resonance of spread everywhere, turning out to be the main channel to achieve emotional sharing for audiences both inside and outside the stadium. In the view of depth, the image prints and emotional memory of the audiences in sport scene spread remains long, such as, the award ceremony and other classic sound with pictures and scenes tend to touch the audience for intense call, noble worship, yearning for ceremonies and other soft affective factors.

DISCUSSION

In 2014, the youth all around the world will meet in Nanjing which is an ancient oriental civilized city under the summon of the Olympic spirit. One charming Youth Olympic Games will be held in the city with profound history and culture. It will be a stadium for the youth people to challenge themselves, break the limit, sweat and passion, as well as an event for them to learn from each other, share their happiness and transmit health and friendship. Meanwhile, the Youth Olympic Games will also be an opportunity for national marketing as well as Nanjing, because the future belongs to young people [5].

Theoretical analysis and cases of sports tipping point seems to offer a unique perspective for city marketing of Nanjing. It must obtain the multiplier effect if applying the principle and experiences of sports tipping point to the city marketing of the Nan Jing Youth Olympic Games. Here, this article will be served as a modest spur, hoping that colleagues redouble their efforts to jointly plan. First, develop products or services with keywords. Creation and development focus on the keywords with the potential of productization or servitization. The developed productions and services must possess characteristics like this, that is to say, combining Localization with internationalization, combining tradition with modern. It is possible to intimately inoculate the habit of the youth to develop digital electronic products or mystery products with strong cultural identity. Strongly recommend to focus on domestic television programs, such as "Spring Festival", "Chinese people show up," "I want on the show" and others to select performance forms that are favorite for the public as close-up magic of Liuqian, crystal ball of Hu Qizhi for participants to personally experience during the youth Olympic Games [6].

Second, take rules test of tipping point on product or service. As mentioned above, there are three rules of tipping point that are individual character rule, the power of adhesion factors and environmental law rules. The developed products or services must rely on the media platform of Youth Olympic, and be widely used and spread. The key of tipping point is whether the spread is suitable for the three rules. For instance, whether the product or service itself has superior adhesion to closely associate with the events and causes a strong desire for participants and spectators [7].

Third, promote and propagate the products or service. Strategies of promotion and spread are different for different nature of products. Some products are loved and familiar with by using first in the market, such as the Seoul Olympic theme song "Hand in Hand", some products will instantly make people crazy by virtue of its novelty, peculiar nature [8]. Therefore, tipping point of products with different characteristics need different communication plans.

Fourth, extend in culture for products and services. Products with cultural gene are of longevity, which makes it possible to extend the products sense for consumers. "Vuvuzela", a normal horn, deriving from the ancient African culture has become a cultural symbol to be discussed and appreciated. Last, achieve unlimited convergence of products (services) and urban marketing. "Vuvuzela" is not just a focus for the world during the South Africa World Cup, and the final earnings for its prevalence is still the mysterious country of South Africa [9]. As a result, after the World Cup more people begun to concerned about this "rainbow nation." Similarly, the prevalence of "octopus Paul" eventually accomplished an unlimited convergence of itself with the Oberhausen aquarium in Germany.

CONCLUSION

However, there are many other steps without narrating in detail here. Some people think that the "tipping point" is often irreversible, unpredictable and unknowable, but this cannot prove that there is no factor to promote it to success, there still exists a certain knack. In a word, Nanjing Youth Olympic Games requires careful planning, only with well-designed and cunning spread content, it can be a strong adhesion and memorable, which contributes to the positive effect on the awareness of the participants and spectators, and to inspire them to take action.

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